



304
PEUGEOT

**the 304,
a motor car par excellence**



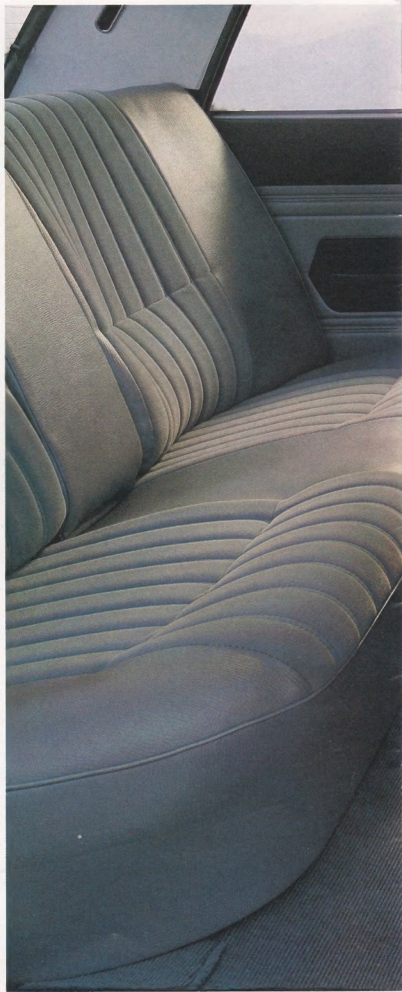
The 304 is the complete motor car. Designed to be practical and easy to handle in town, it is ideal for long journeys, the economical solution to all round motoring needs. The road-holding, performance, comfort and equipment of the 304 combine to make a first class motor car, a fine example of quality Peugeot engineering. There is a 304 for everyone, a Saloon, a Saloon 'S' and an Estate. The Saloon, a roomy family car with a lively 1288 cc. engine, the Saloon 'S' with increased output giving better acceleration and a higher cruising speed, the Estate, a luxury motor car with loads of room.



saloon



a relaxing atmosphere



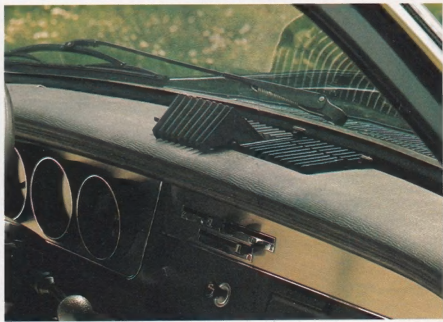
Painstaking attention has been paid to the interior of the 304 Saloon to ensure maximum comfort for both front and rear passengers. The front seats are deep and comfortable; upholstered in cloth or Tepluxe they adjust for real driving comfort and if you wish will recline completely to form couchettes. The all-round independent suspension ensures a smooth ride on even the worst roads. The interior appointments are completed by thick carpets front and rear, arm rests on all 4 doors and a fold down central arm rest on the rear seat.



saloon



the ideal touring car



The 304 is really at home on the open road. Its 1288cc., 4 cylinder, oversquare engine is untiring, its steering precise, its road holding impeccable, its braking powerful (servo assisted discs at front, drums at rear with brake load compensator).

Standard equipment is extremely comprehensive and includes an electric clock, cigar lighter, front seat safety belts, heated rear screen, (as an optional extra), glove box, tripmeter, luminous heating and ventilation controls, radial tyres, carpets front and rear, through-flow ventilation, day/night rear view mirror, anti-theft steering lock and adjustable headlamps. Safety has not been forgotten: passive features include padded dashboard, a padded steering wheel, collapsible on impact with central anti-shock plate, energy absorbing safety belts and child locks on the rear doors. Compare it to the competition.



saloon



**the same engine,
but even better performance**



**the same engine,
but even better performance**



the practical side of motoring



You like the 304 but you really need an Estate. The 304 Estate is the ideal car for you. It offers an increased loading volume (3 times that of the Saloon) with easy access through the rear tail-gate, and has an extremely wide variety of uses for both work and leisure. On the other hand it has most of the qualities of the Saloon, comfort, equipment, finish, performance, touring ability, safety, and some additional qualities of its own, including metallic paint finish and a laminated mahogany vinyl loading area.

An Estate? — yes, but an Estate with charm.



estate



specifications

Bodywork and general: one piece steel body shell with electrophoresis anti-corrosion treatment — kerb weight Saloon 930 kg (2046 lbs.) Estate 950 kg (2090 lbs.) — maximum laden weight Saloon 1330 kg (2926 lbs.) Estate 1410 kg (3102 lbs.) — maximum towing capacity (according to French law) Saloon and Estate 1000 kg (2200 lbs.) — overall length Saloon 4.14 m (13' 6") Estate 3.99 m (13' 2") — overall width 1.57 m (5' 1½") — unladen height 1.43 m (4' 8") — laden height 1.35 m (4' 5") — front track 1.32 m (4' 4") — rear track 1.29 m (4' 3") — wheel-base 2.59 m (8' 6") — ground clearance laden 0.12 m (4¾") — total boot capacity Saloon 415 dm³ (14.7 cu. ft.) Estate 700 to 1500 dm³ (24.7 to 53 cu. ft.)

XL3 Engine: transversal inclined forwards at 20° over-square, 4 cylinder, bore and stroke 76 x 71 mm, displacement 1288 cm³ — compression 8.8:1 — maximum BHP 65 DIN at 6000 rpm. — top speed 150 km/h (94 mph) — die cast aluminium cylinder block — removable wet liners — aluminium cylinder head with bi-hemispherical combustion chambers — overhead camshaft — 5 bearing forged steel crankshaft — Peugeot patent electro-magnetic cooling fan — fuel tank capacity 42 litres (9.2 Imp. gallons)

XL3S Engine: maximum BHP 74.5 DIN at 6000 rpm. Compound carburettor — dual outlet exhaust system — to speed 160 km/h (100 mph)

Clutch: diaphragm type with ball bearing thrust and hydraulic operation.

Gearbox, front differential: mounted transversely under cylinder block — 4 forward speeds, all synchromesh, gear ratios: 1st 0.274 (3.65:1) 2nd 0.451 (2.22:1) 3rd 0.689 (1.45:1) 4th 1.014 (1:1) Reverse 0.253 (3.95:1) — differential ratio 0.246 (4.06:1).

Front suspension: independent with integral telescopic shock absorbers and drive shafts with Glaenger-Spicer tripod joints.

Rear suspension: independent trailing arm and integral shock absorbers, Peugeot hydraulic double acting shock absorbers front and rear, anti roll bars front and rear.

Steering: rack and pinion, two part safety column with cardan coupling — steering column anti-theft lock — overall turning circle 34' 9" (5.32 m rad.)

Brakes: disc at front drum at rear with compensator — hydraulic system with Mastervac — handbrake operating on rear wheels with dashboard warning light.

Tyres: 145 SR 14" or 155 SR 14" according to destination.

Electrical equipment: alternator and 12 V battery — electric pump type screen washer with switch combined with screen wiper — heated rear screen on 304 S Saloon and SL Estate.

"Cell Sales"
Colin Gibbs

PEUGEOT

Descriptions and specifications are for guidance only and may be modified without prior notice.

Certain vehicles are not marketed in all countries. Please consult your Dealer.

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